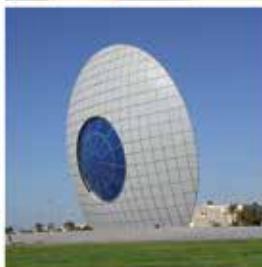




**ISRAEL
BONDS**

CANADA-ISRAEL SECURITIES, LIMITED.



70th
Anniversary

AN INVESTMENT
IN 70 YEARS OF
**CREATIVE
ACHIEVEMENTS**





Do you see the sculpture of Ben-Gurion standing on his head?

Tel Aviv is Israel's first modern city, named for the Hebrew title of Herzl's novel *Altneuland*, a new country reborn in its people's ancient Land.

Look east and see tall towers. Look west and see the beautiful sea.

Walk along the seaside boardwalk. See swimmers, sunbathers, paddle ball players, friends, tourists* and families enjoying life. Keep walking.

See a sculpture of Israel's first Prime Minister, David Ben-Gurion, standing on his head.

Ask yourself why.

- Is it a metaphor for their history: against all odds, turning the future on its head and giving Jews the ability to look after themselves?
- Does it signify Israel's attitude: always looking at things from a different perspective and daring to do the right thing?
- Or simply that Israel is a country filled with creative, unusual, interesting characters and personalities?

Actually, David Ben-Gurion stood on his head to relieve his back pain.

Is the sculpture a symbol or just fun?

Well, Israel is a democracy.

You decide.

*Tourism to Israel jumps 25% in 2017 to record 3.6 million visitors (Reuters)



Seventy years ago, David Ben-Gurion spoke six words that electrified the world —

“The State of Israel has arisen.”

Three years later, Ben-Gurion made another dramatic announcement: **Israel Bonds**, his initiative for a global economic partnership with Israel, had officially launched.

A defining moment in Israel's history, the creation of Israel Bonds reinforced the deeply-held connection between supporters of Israel around the world and the people of Israel. Together, they would build the reborn Jewish nation.

Today, the Israel Bonds enterprise has spread throughout the world. Friends of Israel on three continents continue to view Israel bonds as value-added securities — and significant acquisitions for financial portfolios and direct investments in a land of creative achievement.



Rainbow over Tel Aviv, Israel

What is an Israel bond?

1



An Israel bond is a loan you can make to the State of Israel. Once you make the loan, the State of Israel issues a bond to you.

2



Israel uses the loaned money to help strengthen almost every part of its modern, innovative and diverse economy.

3



In return for the loan, the State of Israel agrees to pay interest to you, the bondholder, and repay the loan at the end of its term.

4



By buying an Israel Bond, you are making a direct investment in the State of Israel.

Your investment benefits
you and **Israel.**



“ The strong ties between
Israel Bonds and the
State of Israel...
have been as resilient
and fruitful as the
Land of Israel itself.

—President Shimon Peres

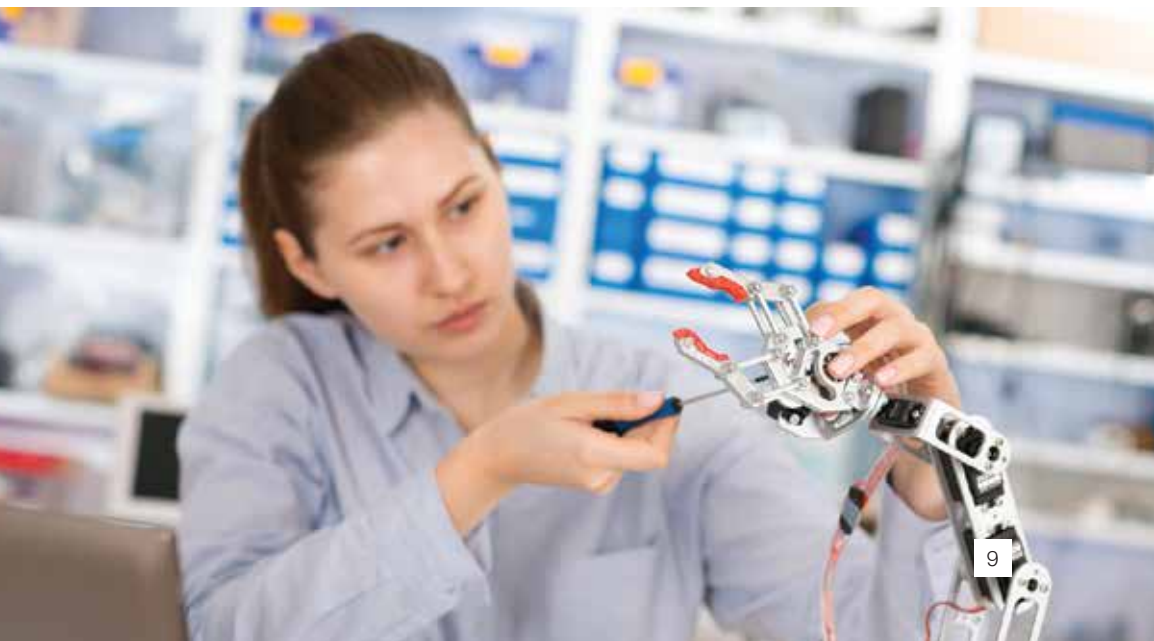
Building a Strong Economy

Since the first Israel bond was sold in 1951, loyal supporters worldwide have entrusted Israel with over \$41 billion of their investment money.

Investors include individuals and institutional investors entrusted with the highest level of fiduciary responsibility — financial institutions, corporations, foundations, pensions funds, states, municipalities and more.

Resources generated through the sale of Israel bonds have been a cornerstone of one of Israel's most outstanding achievements — building a strong, resilient economy.

Israel's GDP growth is projected to continue exceeding the EU average, and the consistent decrease in its debt-to-GDP ratio currently ranks among the best in the world.





Batsheva Dance Company

Israel: “Land of Creation”

Investing in Israel bonds provides a personal connection to a Jewish democratic nation that, over the course of seven decades, has faced and overcome challenge and adversity to:

- Achieve stature as a widely-admired innovator of high-tech, greentech and biotech
- Conquer the desert, turning an arid region into a flourishing agricultural center
- Absorb over 3 million immigrants from nearly 100 countries
- Produce 12 Nobel Prize laureates
- Dispatch heroic first responders throughout the world to provide critical assistance
- Rank as the 10th most innovative country in the world in the 2018 Bloomberg Innovation Index*

Changing the World

Israeli ingenuity is not only transforming Israel for the better, but also countries near and far:

- Innovative water technologies, like drip irrigation and desalination, have enabled drought-plagued regions to grow crops and produce clean drinking water
- Sustainability expertise has prompted visits from international government officials, environmentalists and students eager to apply Israeli know-how in their own countries
- Medical discoveries have given patients suffering from cancer, multiple sclerosis, Parkinson's and other diseases cause for new hope
- Developing vision-based advanced driver-assistance systems providing warnings for collision prevention, thus enhancing safety
- Israeli nanotech, according to The Times of Israel, is now "part of some of the world's most innovative pharmaceutical, water filtration, diagnostic, energy, and security products



Mobileye autonomous car interface

What the Ratings Agencies Say*



Israel's economic growth has outpaced that of other advanced industrial countries over the past decade, driven by its high-tech export niche and a diversified economic base that now includes its status as an energy exporter.

—Moody's, September 2017



The positive outlook on Israel reflects our opinion that, despite existing spending pressures, there is a potential for stronger-than-anticipated general government fiscal performance over the next two years.

—Standard & Poor's, August 2017



Israel... has deep and liquid local markets, good access to international capital markets, an active Diaspora bond program, and U.S. government guarantees in the event of market disruption.

—Fitch, April 2017

*Israel bonds are not rated





Light rail train in Jerusalem

Jerusalem: City of... the Future?

“ Jerusalem has now become one of the 25 leading places in the world for startups; this is something new. There has been a lot of government activity of our ministry for several years to support new startups to be established in Jerusalem or to be moved to Jerusalem.

Step-by-step, after Tel Aviv, Jerusalem has become the second center of hi-tech and startups in Israel. Jerusalem has come to be known not only as a city of the past but a city of the future.

— Zeev Elkin, Jerusalem Affairs and Heritage Minister



What can you do with Israel bonds?



Diversify your investment portfolio



Hold a bond jointly with your spouse or another loved one



Maximize your Self-Directed RRSP, RRIF, TFSA, RESP, RDSP and Cash Account



Celebrate simchas by gifting a Mazel Tov bond



Enrich your Family Foundation or Pension Plan



Donate to your synagogue, church or favourite charity



and more...

Israel Bonds

As Israel celebrates 70 years, the deeply-felt connection between our investors and the State of Israel is a relationship we feel privileged to uphold.

Today's Israel bonds are a continuation of the practice of investing in Israel that has been occurring for generations, and with the ongoing participation of purchasers from around the world will continue for generations to come.

Thank you for your loyal
and trusted business.



Starting at CDN \$100.

See today's rates
► israelbonds.ca



The purchase of Israel Bonds is a deserved
endorsement of a remarkable country.

— Warren Buffett, June 2017



israelbonds.ca

Toronto & GTA
416.789.3351
or 1.800.771.9301

Montreal
514.482.0427

Calgary
403.255.8136

Ottawa & Atlantic Canada
613.792.1142

Edmonton
780.491.0034

Winnipeg
204.942.2291

Vancouver
604.266.7210

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